

Distinctive Decor . . . Achieved with a properly placed, extremely attractive multi-drawer apothecary chest—and maple framed portrait photographs. This idea is especially good for an Early American styled room.

Contour Chairs Win Popularity

Put yourself in a contour chair—and really relax. Contour chairs, those relaxing figure fitting pieces of furniture which used to be so expensive, are being sold at popular prices now and are adding beauty and utility to homes everywhere.

Wrought Iron

Decorators wholeheartedly recommend the new wrought iron furniture for use in dining rooms, sun porches, recreation rooms, and always, of course, on patios although more wrought iron is "moving indoors."

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New Furniture Fashion Showcase Diverse Themes and New Trends

Springtime is the time to give your home a fresh new look with new furniture. Whether you plan on buying a little or a lot, you'll find the Spring '60 furniture picture is a masterpiece of fine styling and superb craftsmanship.

There are two major trends in the world of furniture fashions, both contributing new charm and new beauty to today's living.

Contemporary furniture is characterized by new warmth and softness . . . with less stress on its purely functional appearance and rather severe geometric proportions.

Colonial and Early American are increasingly popular. They are best-sellers priced for all budgets. Mahogany, cherry and

maple woods are styled with authenticity and charm. Pine and oak are important newcomers in the "country style" furniture.

In the contemporary field, Architectural styling has a classic beauty, yet a trim, young, clean, clean-cut look. This smooth-lined furniture seems to have been built for the room. Functional cabinets with arched tops in beautifully grained mahogany are outstanding examples.

Glass Is Top Decor News

A glass that's almost "invisible" is a new decorator aid. Now you can heighten the charm of framed pictures and decorations without any reflection or glare.

This non-reflective glass—developed by the Dearborn Glass Co., has an unusual decorative value in framing water colors, pastels, photos, sketches and treasured fabrics.

"Tru-Site" as the glass is called, is actually unnoticeable until you actually touch it.

Even in the brightest, sunniest rooms, Tru-Site is glare-free from any angle—and every soft, delicate line or brush stroke, or bold color, slash of charcoal or ink stroke—shows up authentically!

Fragile Oriental scrolls now so popular—paintings, art forms; portraits and landscapes; tapestries and samplers; fine needlework and important documents—can be seen perfectly to their finest feathery line and can be beautifully preserved for all times with Tru-Site's protection.

It is produced in single strength, standard framing weights and sizes for replacement glass for your now-framed pictures; or cut to order.

Danish Modern continues to be a prime favorite in all price ranges. The use of elm as well as walnut gives it richness and durability. It is featured in groups of co-ordinated furniture for a harmonious theme throughout the home.

All in all, the new furniture styles are more versatile, more livable and more beautiful than ever. They interpret the best of the past for the way you want to live today and in the future.

The other important trend is the very pronounced traditional influence, both in authentic reproductions of furniture classics and in contemporary interpretations inspired by the past.

Such illustrious names as Empire, Regency, Directoire and Biedermeier lend new enchantment to current collections!

The revival of interest in historical furniture is manifested in NEO-CLASSIC which is symmetrically proportioned and gracefully ornamented. It is based on classic Grecian and Roman design and flourished in Europe in the late 18th and early 19th centuries.

Slim Arms and Back

The axiom among interior decorators that rooms must be fitted like clothing has given impetus to davenport and sectionals that are lighter in scale to dress contemporary homes. These have slimmer arms and backs, or none at all.

In any size room there is a place for sectional arrangements. Fireplaces are right for sofa size units.

Individuality Favored By Campus Set

More individuality is the fashion rule among high school and college girls this spring. Where, formerly, campus fads often led to a sameness in dressing, now the girls are putting more stress on a personally becoming, and somewhat different look.

There is, of course, a fashion resemblance among them, since clothes for the young set reflect the general spring trends, with wide sleeves, many costumes, fuller skirts and paler colors notable. Each girl chooses from the season's favorite styles, then creates her own special air of fashion.

The difference may come from the way new "separate" separates, designed from more mixing, less matching, are put together, or it may be in the accessories chosen to accent a cropped-jacket suit, a Chanel-mood costume or a braid trimmed coat.

Both high school and college agers give a high rating to shirtwaists and separates. They lead busy lives, needing clothes for school, for dates and parties, for sports, for leisure, for varied activities. Mixable separates can fill numerous wardrobe needs, and a change of accessories makes a shirtwaist suitable for many different occasions. Costumes are liked for the same reason.

Since members of the young set always had a warm spot in their hearts, and a place in their wardrobes, for some bouffant-skirted fashions, they welcome the return of wider skirts.

Cropped jackets over sheaths and Chanel-look jackets or easy tops over pleated skirts are two favorite young choices. Dressy, feminine bouffants and well-tailored casuals are mainstays of the high schooler's wardrobe. She prefers short jackets for her suits and costumes, and normal, belted waistlines.

For variety, the college girl spices her wardrobe with an occasional lowered-waistline fashion. Cutaway jackets are a well-liked way of suggesting the longer torso.

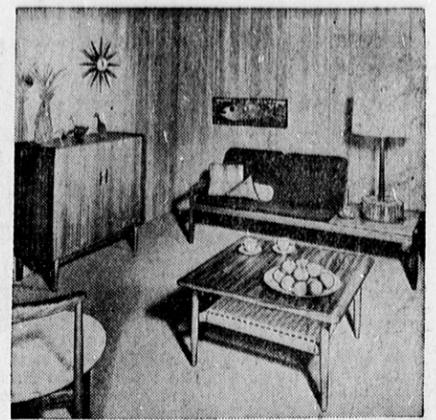
Hosiery Hues

To Complement

Whatever the color in fashion, new hosiery offers a hue to complement it. Since whitened colors lead for spring, it follows that the majority of stocking shades are pale and soft—misty greens, rosy pinks, delicate beiges, cloud grays, subtle blues, hazy violets.

Along with these hues go the basics—black, often frosted; blue, deepened to blend with navy; other complimentary beiges, browns and grays.

Stockings in sparkling nylon introduce a new look for spring. They are usually in pastel colors, with the built-in luster of the nylon, to coordinate with pastel luster leather shoes.



HARDWOOD VENEERS . . . The hardwood shown in the furniture in this handsome room are teak, an exotic wood, and walnut. Although finished in similar wood tones to harmonize, they offer individuality in their natural grain or unusual pattern. The table and chair legs are solid wood, the rest veneer.

New Lamps Brighten Up In Designs and Colors

Smarter, taller and more imaginatively lamps are everywhere on the Spring Furniture Fashion scene!

Even the smaller, budget-priced lamps show the styling trend. Some are delicate and airy looking, with black wire frames in amusing and graceful shapes; others are solid and substantial.

In many there is a swing away from shiny pottery glazes to soft, muted, matt finishes in all the wanted decorator colors, including a number of pastels.

In line with the general trend of home furnishings, there is lots of black or black and white and lots of brass.

Pastels of all kinds are everywhere! as in both home furnishings and apparel fashions.

Ceramic bases are gaining new favor, while wood, metal, glass, and combinations are widely seen.

Shades too are more interesting. The modern lamps with metal shades, often pierced with tiny cutouts to provide decorative pin-points of light, are being used more widely.

Shades are closely coordinated with bases, often repeating the same design. The new plastics make it possible to laminate all kinds of natural materials and fabrics into the shades, where they are emphasized by the light shining thru them. Yet the shades remain smooth and easy to clean.

GROUPS COORDINATED

Increasing numbers of lamp manufacturers are offering co-ordinated groups of lamps so that an entire room or series of rooms can be furnished with lamps that go well together but are not identical.

This applies to both floor and table models. Such groupings are available in modern and traditional stylings to suit any decorating scheme.

Since the primary purpose of

a lamp is to give better lighting, many new advances in the "technical" design are being offered.

There are more three-way switches, improved diffusers, swivel arrangements, and controlled lighting devices for more convenience, better decor and better vision.

Jewelry In Drama Role

Jewelry plays its role as fashion accent more dramatically than ever this season. Simple silhouettes, emphasis on sleeves and shoulders, and soft or light hues call for support from jewelry with personality.

Large earrings, bold pins, shortened necklace and bracelets each have a share in the limelight. The out-size earrings, in floral, dome, drop or upswept shades, are part of the fashion plan to play up the top of the silhouette.

Pins, often with big, flashing stones, make an effective show on sleeves, shoulders, collars and wide belts. Along with the upward movement go necklaces in many shortened styles—among them, the dog-collar look, bibs, chokers. Beads are important.

Since scarcely a sleeve reaches to the wrist this spring, bracelets have a good chance to shine. Bangles, chains, wide stone bracelets and new styles in charm bracelets are some of the choices.

Jewelry in subtle tones blend with spring costumes. A companion trend to the exotic look presents jewelry in rich colors, with a continuation of the Far Eastern influence and much interest in stones.

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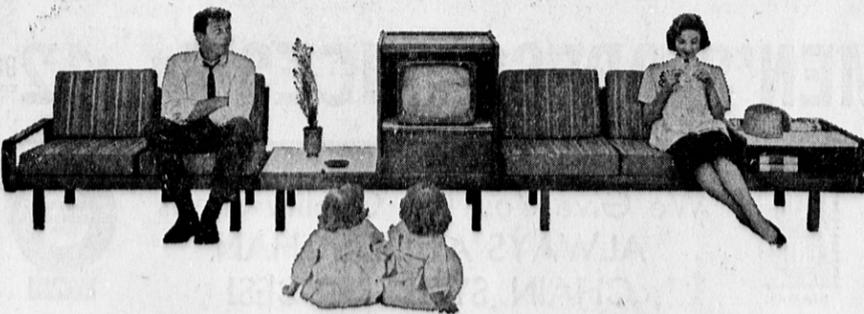


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Put Color Afoot With Smart 1960 Carpeting Textures

The beginning of the '60's may well usher in what will be known as a "vintage year" in carpets and rugs. New designs presented at the recent International Home Furnishings Show at the Merchandise Mart represent new achievements in soft floor coverings styles.

Most important of recent trends is the use of color—truly color unlimited for the floor. Also important are textures, pile surfaces, further developments in construction techniques and fiber use, and carefully-planned patterns.

Color in carpets and rugs is no longer limited to a few "high fashion" styles. Instead, it's everywhere. Watch for "custom"—like the mauve-to-

purple tones, oranges and coral or melon shades . . . now in the popular price range!

Newest among colors predicted to set a fashion pace are jewel tones: Rich peacock blue, magenta, brilliant orange and deep greens. In contrast, pale shades like creamy yellows, soft greens and 1960 versions of lavender, rose and pink are important, too.

As color becomes more important in carpets and rugs, it is keyed to texture. Browns and beiges appear in tweedy, informal styles; rich jewel tones are chosen for plush-pile carpets.

Combining design talent with construction skill, American manufacturers this year have also created new wonders with color blending. Far beyond traditional pepper-and-salt tweeds or tone-on-tone styles are the new carpets and rugs—many of them with three or more separate colors blended for completely different shadings.

In texture, an important term is "texture contrast". Combinations of cut and uncut pile, looped pile varied with random shearing, multi-level pile—all are important in 1960 styles.

Watch for more looped pile than ever before. Rugged or random-textures—the hand-crafted look achieved by modern engineering—is also of major interest.

Fibers, too, make news for 1960. Although nearly two-thirds of the carpets and rugs being produced today are wool or wool-blends, the man-made fibers produced especially for carpet use have established their place. Among these are the acrylics and the continuous filament nylons, both of which have new additions for the January market. Also appearing are fresh styles in cotton, vivid in color and frequently textured for more practicality. Rayons and acetates are frequently seen in blends.

Another "first" for 1960 is a group of patterned carpets made from man-made fibers, formerly used mostly for solid colors or plain textured surfaces. Rugs in a range of area sizes, like carpeting, are outstanding in color and often bold in design since they occupy a smaller area of a room. Rectangular shapes are popular, and fringe complements color in many new styles.

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